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PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/807,574 (Conf. No. 9100)
	Filing Date	June 22, 2001
	First Named Inventor	Henry C. Yuen
	Art Unit	2623
	Examiner Name	Dominic D. Saltarelli
Total Number of Pages in This Submission	Attorney Docket Number	IS-118

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Inquiry <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Postcard.
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PATENTS
Attorney Docket No. IS-118

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant : Henry C. Yuen
Application No. : 09/807,574 Confirmation No. : 9100
Filed : June 22, 2001
For : METHOD AND APPARATUS FOR SELECTIVELY
SUPPLYING ADVERTISING MESSAGES TO
VIEWER TERMINALS
Group Art Unit : 2623
Examiner : Dominic D. Saltarelli

New York, New York 10020
January 22, 2007

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Applicants respectfully request reconsideration of the rejections set forth in the October 20, 2006 Office Action in the above-identified patent application.

Remarks begin on page 2 of this Reply.